Minneapolis Community Development Agency

Request for City Council Action

Date:

Prepared by:

To:

July 22, 2002

Approved by:	Chuck Lutz, MCDA Interim Executive Director
Subject:	Authorization to name two streets as determined by the Minneapolis City Council
approved by the increment district Plan. On March City Council and August 25, 2000, improvements to for the North-Sor approved the bust officials to enter Council and MC Urban Renewal I December 28, 20	ives: On July 31 1998, the City Council approved a resolution affirming a special law Minnesota Legislature in 1997 relating to the establishment of a housing transition tax t. On July 30, 1999, the City Council approved the Near North Community Redevelopment 24, 2000, the City Council approved the Near Northside Master Plan. On May 12, 2000, the MCDA Board approved a Master Development Agreement with McCormack Baron. On the City Council approved a Stage 1 Finance plan for the park, open space and infrastructure be constructed in Phase 1. On May 18, 2001 the City Council approved a financing strategy at the Boulevard in Bassett Creek Valley. On June 8, 2001 the City Council and MCDA Board siness terms of the Phase 1 Development Agreement (Rental Components) and authorized City into a Joint Powers Agreement with the MCDA and MPHA. On June 22, 2001, the City DA Board approved the Hollman Transition TIF Plan, Modification No. 13 to the Grant Plan, and Modification No. 84 to the Common Development Tax Increment Finance Plan. On 101, the City Council approved Modification No. 14 to the Grant Urban Renewal Plan and . 87 to the Common Plan.
Park developmer	Group Notification: Not Applicable. The Near Northside Master Plan, on which the Heritage at it is based, was the subject of an extensive community process in 2000. In addition, the s for street names, as described in this report, were also the product of a community process.
	h Building a City That Works: The Heritage Park development is consistent with Goal 2: of housing choices exists to meet the needs of our current and new residents to the city.
Comprehensive Comprehensive l	Plan Compliance: Phase 2 of the Heritage Park development is consistent with the current Plan.
Zoning Code Co	ompliance: Phase 2 is consistent with the current Zoning regulations.
Impact on MCI	OA Budget: (Check those that apply)
Action p	cial impact equires an appropriation increase to the MCDA Budget provides increased revenue for appropriation increase equires use of contingency or reserves mancial impact (Explain):
	Crown Roller Mill

Council Member Sandy Colvin Roy, Transportation and Public Works Committee

Darrell Washington, MCDA Project Coordinator, 673-5174

Crown Roller Mill 105 Fifth Ave. S. Suite 200 Minneapolis, MN 55401-2534 Telephone: (612) 673-5154 Fax (612) 673-5100 www.mcda.org Living Wage / Business Subsidy: Phase 2 of the Heritage Park development involves only housing, which is exempted from Living Wage and Business Subsidy Act requirements.

Job Linkage: Phase 2 of the Heritage Park development involves only housing, which is exempted from Job Linkage requirements.

Affirmative Action Compliance: The development agreement for Phase 2 will require the developer to comply with all applicable MCDA and City affirmative action goals.

Recommendation:

- 1. Approve the renaming of *Unnamed Street A* in the Heritage Park development as "Gertrude Brown Place":
- 2. Approve the naming of *Unnamed Street B* in the Heritage Park development with one of three names contained in the body of this report;
- 3. Direct that all dwellings located on said streets be assigned numerical street addresses;
- 4. Direct staff to inform all agencies and other governmental authorities of the names of said streets.

Background/Supporting Information

Phase 1 of the Heritage Park development is set to open this fall. The names of the streets within the development generally follow the existing street grid of Minneapolis. There are two streets, however, remaining to be named, as shown on the attached map (Exhibits 1 and 2) as *Unnamed Street A* and *Unnamed Street B*. Upon passage of a resolution naming the streets, staff will also circulate the names to all agencies and other governmental authorities for mapping and recordkeeping

Unnamed Street A

Unnamed Street A is wholly contained within the Heritage Park Phase 1 area and is a pair of one-way streets, running generally in a northeast to southwest direction, surrounding an elliptical 'pocket park'. Staff is recommending its name be changed to "Gertrude Brown Place." Gertrude Brown was a leader in Minneapolis' African-American community in the 1920s and 1930s. She served as head of Phyllis Wheatley Community Center, and was a member of Minneapolis' Housing Board, a predecessor of today's MPHA.

Unnamed Street B

Unnamed Street B is the project's signature street and has commonly been referred to until now as the 'North-South Boulevard'. Ultimately the street will reach from 12th Avenue North on the north to Dunwoody Boulevard on the south. It will weave through Heritage Park touching all four housing development phases, two new parks, and also the Near North, Harrison, Bryn Mawr & Lowry Hill neighborhoods. The name selected by the City Council at this time will only affect the portion of the boulevard that lies between 10th Avenue North and Olson Highway. However, it will be applied to the other portions of the boulevard as platting occurs in the various project phases.

The boulevard will include divided roadways with one travel lane in each direction, parking bays, and a variable-width median. This median will include a pedestrian path surrounded by native plantings to filter and cleanse stormwater. The right-of-way will include pedestrian-scale lighting and a 10' bicycle trail that will eventually connect to the Cedar Lake Trail and the planned Bassett Creek Trail.

Naming Process

Because *Unnamed Street B* extends through several neighborhoods, and because of its significance not only to Heritage Park, the surrounding neighborhoods and to the city, MCDA invited interested residents to participate on a Naming Committee to develop street name recommendations for the North-South Boulevard. The resident

group included two representatives from each neighborhood that abuts the new boulevard. The committee included residents from five neighborhoods: Near North, Harrison, Bryn Mawr, Willard-Hay and Lowry Hill. The charge of the ten-member committee was to develop street name recommendations to present to the Minneapolis City Council.

The committee met for three hours on Saturday, April 20, and again for three hours on Saturday, April 27. The MCDA commissioned Assata Brown from HER, A Personal Development Company, to facilitate the meetings. Nine residents attended each meeting. The committee developed a list of names divided into three categories: historic, geographic, and development. The report of the Naming Committee is attached as Exhibit 3.

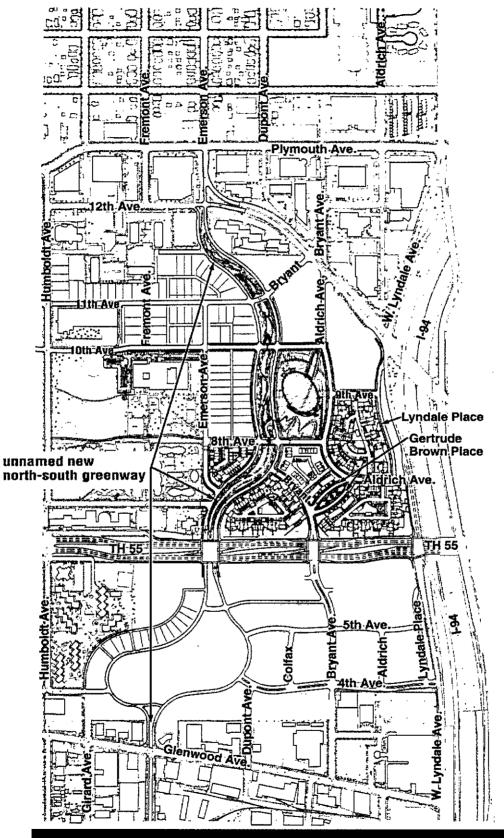
To broaden the base of participants, the MCDA also asked neighborhood institutions to offer their recommendations using the same categories. Thirteen organizations were contacted and asked to participate - five responded with recommendations. These names were included with the list of names recommended by the Naming Committee (see Exhibit 4).

MCDA staff presented Council Members Johnson Lee and Goodman with a list of all names generated by the two-step process and Ms. Brown's final report of the resident group's recommendations. Based upon those discussions, staff is recommending that one of three names be selected:

- Bassett Creek Valley Boulevard
- Heritage Boulevard
- Sharon Sayles Belton Boulevard

The following materials are attached as Exhibits:

- Exhibit 1 A map of the Heritage Park development that highlights Phase 1
- Exhibit 2 A map of the Heritage Park development that highlights *Unnamed Street B*
- Exhibit 3 North -South Boulevard Naming Committee Report
- Exhibit 4 List of recommended names from Naming Committee and neighborhood institutions



Heritage Park, Minneapolis, MN Street Naming Concept

March 1, 2002

North-South Boulevard Naming Committee Final Report

Minneapolis Community Development Agency May, 2001

North-South Boulevard Naming Committee Final Report

Prepared by HER, A Personal Development Company 1659 Sheridan Avenue North Minneapolis Minnesota 612-522-9288 her1@hotmail.com

BACKGROUND

The goal of the Heritage Park development is to build a mixed-income, mixed density, culturally diverse and amenity rich neighborhood. One of the key components of the development is the reconfiguration of streets. One street, the North-South Boulevard, will connect what once was an isolated neighborhood, to the south side of Minneapolis.

The North-South Boulevard is vitally important to the success of Heritage Park. This new parkway-style boulevard will link north and south Minneapolis, strengthening connections to jobs and recreational, cultural and educational resources. By linking north and south Minneapolis, the boulevard will help solve key issues that negatively affected the former public housing area--isolation, poor access and lack of amenities. The boulevard will be transit-ready and include bike path connections to the Regional Cedar Lake Commuter Trail and the future Bassett Creek Trail.

In an effort to continually involve community residents most affected by the Heritage Park development, the Minneapolis Community Development Agency (MCDA) invited interested residents to participate on a committee to develop street name recommendations for the North-South boulevard to the Minneapolis City Council.

Two representatives from each neighborhood that abuts the new boulevard participated on the committee. The North-South Boulevard Naming Committee included residents from five neighborhoods: Near North, Harrison, Bryn Mawr, Willard-Hay and Lowry Hill.

PROCESS FOR DEVELOPING STREET NAME RECOMMENDATIONS

The committee met for three hours on Saturday, April 20, and again for three hours on Saturday, April 27. Each meeting was composed of nine residents (see Attachment A for the list of participating residents). Assata Brown from HER, A Personal Development Company, facilitated each meeting. The committee developed a list of names divided into three categories: historic, geographic, and development.

At the first meeting MCDA staff provided an historical overview of the development and the current status of the housing construction. In addition, individual maps and large-scale maps of the proposed North-South Boulevard were provided to the participants. Following the overview, the facilitator introduced a consensus process (Attachment B) that would guide participants in brainstorming street names and creating the final list of street names. Participants were then divided into two subgroups to begin brainstorming ideas for street names. This first meeting was devoted to brainstorming only.

The purpose of the second meeting was to combine the two subgroups' lists and to reach consensus on the final slate of street names to present to the city council. Participants divided into their subgroups and were given 30 minutes to review their list of names and

add any additional names to the list. After the review time the subgroups were brought back together. Each group reviewed their respective list (Attachment C) and talked about the reasons for each street name on the list. The facilitator noted any names that were suggested by both subgroups.

Once the groups had shared their lists, the facilitator asked if there was consensus on the names that appeared on both lists. The committee agreed. From this point the facilitator went through the remaining names, asking the committee if any names should be placed on the final list. Remaining names generated much discussion among committee members.

RECOMMENDATIONS

Committee members felt it was important to send a list of preferred modifiers to designate the type of roadway in addition to the recommended street names. The list also includes the groups' reason(s) for the particular modifier. Participants understood that there are standards that govern which modifiers are used to designate roadways.

Recommended Modifiers

Parkway	Consistent	with	existing	parkways ir	n Minneapolis;	
			_		4 4	

evokes greenery, flowers and harmony; people oriented.

Way Not many streets in Minneapolis are named this; "the

way" from north to south; the street is "a way" of

opening the area; people oriented

Promenade Sounds pedestrian-friendly; no streets in Minneapolis

named this; implies non-utilitarian; people oriented

Boulevard Accurate description of the roadway; car oriented

Drive Car oriented

North-South Boulevard Names

The committee engaged in a lively and lengthy dialogue about the remaining names on the lists. This is typical of any consensus process; before people can arrive at consensus they must listen and share their feelings and thoughts. Residents who participated were very passionate about the development and the significance of the boulevard. Consequently, people had a lot to share about the names that remained on the two lists. Time ran out before the committee arrived at consensus on any one name that they felt embodied the history of the development area and the prospects for the future. While there was a

tentative third meeting scheduled, only four committee members could attend a third meeting. Given this, the committee agreed to forward the final list of names as a whole (meaning that no one name carries any more weight than any other name on the list). With this decision made, several participants were curious how a vote on the names would turn out. Committee members agreed to conduct a straw poll. The poll by no way indicates consensus on any given name. Each member was given three colored dots to place on one name in each category for the first round of voting (one member did not wish to use all of their dots for voting; as a result this makes even the straw poll invalid). For the second round of voting members used a marker to indicate their primary name choice. Results of the straw poll are included with this report (Attachment D).

Recommended Names

GEOGRAPHIC

Rassett Creek

- An amenity that the development is built around.
- It is an important natural resource.
- A geographical feature that we all can appreciate and enjoy.
- Has historical value.
- Used to be a Native American walking path to river (geographic) development.
- It ties the region together.
- Symmetry Minnehaha on South, Bassett Creek on North.
- Makes known that there is green space on Northside.

Farmers Market

Add new farmers market to area.

Turtle Island

• Native American term for North America.

HISTORIC

Sharon Sayles Belton

 Co-founder of Harriet Tubman Shelter (first in the nation— 26 years).

- First African American woman to be elected 8th wardcouncil member.
- First African American, female mayor to lead a major U.S. city.
- · Record speaks for itself.
- Hollman resolution championed by her.
- Strong supporter of children.
- Very popular with GLBT community outreach.

Dr. Thomas Johnson

- Doctor at Plymouth & Penn General Practice.
- Concerned about community.
- Took anyone who needed care.

The Way

No reasons were given and no road modifier should be added.

Earl Craig

- President of Urban Coalition.
- Inclusiveness his hallmark.
- Made inroads to the Democratic Party on diversity issues.
- Mentor to young people who have since become successful.

ADEA/ELOPMIENTE

Unity

- Healing.
- Looking into future/put past behind us.
- Speaks to all communities.

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Charlie Parker

- Great jazz musician.
- Someone who brings life to the area.
- History of the jazz clubs on Sixth Street.
- Nightlife makes it a fun place.
- Potential for economic development: clubs, jazz clubs.

Freedom Walk

 Part of the intent for building road is to make sure nothing impedes the movement of everyone in the community.

ATTACHMENT A

Naming Committee Members

Near North Neighborhood

James Anderson Dorothy Robinson

Harrison Neighborhood

Scott Moen Vicki Moore

Bryn Mawr Neighborhood

Dan Hartman Vida Ditter

Lowry Hill Neighborhood

Fran Davis Amy Draeger

Willard-Hay

Ora Hokes Betty Tucker

ATTACHMENT B

CONSENSUS PROCESS

GROUP PROCESS

Consensus does not mean that everyone is in complete agreement, but rather that a solution (in this case street names) is found that all participants are willing to try.

Consensus:

- Is a process for group decision-making.
- Allows for input and ideas of all participants to be heard.
- Assumes that all participants are willing to agree with each other.
- Considers that conflict and differences can result in creative decisions.
- Requires everyone's participation in speaking and listening.
- Understands that feelings are as important as facts in making a decision.

Silence will not be accepted as consensus. All participants will need to respond verbally or physically (example: a nod of the head).

VISUAL AIDS TO ACHIEVE CONSENSUS

Colored cards will be used to help participants with managing the procedural and decisionmaking processes for developing street names.

Procedural

Red Card:

Means, "Stop" the process because someone is off topic or monopolizing the speaking time. Also indicates that the person is uncomfortable with the way the process is proceeding.

Yellow Card: Means I need to clarify some part of the discussion.

Decision-Making

Green Card: Agreement with the street names.

Yellow Card: Reservations with the street names but is unwilling to block group

consensus.

Red Card:

Opposition to the street names (when using this card it becomes the participant's responsibility to work with the group to resolve their

opposition).

A Product of HER, A Personal Development Company

ATTACHMENT C

GROUP 1

Bassett Creek (Parkway or Blvd.)

- Amenity that development is built around.
- One of the few that the Northside has.
- One that has features that we all can appreciate & enjoy.
- · Historical value.
- Used to be a Native American walking path to river (geographic) development.
- Ties region together really well.
- Symmetry Minnehaha on South, Bassett Creek on North.
- Makes known that there is green space on Northside.

Nellie Stone Johnson (Blvd.)

- Historical.
- Well known civil rights leader.
- Honor an African American.
- She lived here and paid her dues.
- Don't even have a street named after Martin Luther King, Jr.

Van White Greenway

- Historical figure.
- Grew up in Hollman projects.
- First African American city council member.
- Advocate in Holmwood/Willard/Hay neighborhood for home ownership.
- Opportunity to honor him.
- Naming a street after him has been previously discussed.
- Role model for young people in North.
- Good things can come from the Northside.
- Proud of his history in neighborhood.
- Learning opportunity for visitors to the neighborhood.
- Unifying concerns: important name to everyone or as many people as possible.

Earl Craig Way

("WAY" used to be an organization on Plymouth Avenue)

- President of Urban Coalition.
- Inclusiveness his hallmark.
- Renters/NRP.
- Made inroads to the Democratic Party on diversity issues.
- Mentor to young people who have since made significant contributions.

First director of NRP.

Charlie Parker Place

- · Great jazz musician.
- Someone who brings life to the area
- · Nightlife makes it a fun place.
- Potential for economic development: clubs, jazz clubs.

Sharon Sayles Belton Boulevard

- Historical person.
- Co-founder of Harriet Tubman Shelter (first in the nation 26 years).
- First African American woman to be elected 8th ward council member
- First African American, female mayor to lead a major U.S. city.
- · Record speaks for itself.
- Hollman resolution championed by her.
- Strong supporter of children.
- Very popular with GLBT community outreach.

"Freedom" Blvd., Road, Gateway or "The Gateway" or "Gateway Blvd."

• Part of the intent for building road is to make sure nothing impedes the movement of everyone in the community.

Gleason Glover Drive

- Peacemaker finding common ground.
- First director of Minneapolis Urban League.
- Inclusiveness all levels of community (unions, women, other under-represented groups).
- Sanctuary provider sacrificed personal health to help others liberty.

Unity Street

- Healing.
- Looking into future/put past behind us.
- Speaks to all communities.

Umoja Avenue

- "Unity" in Swahili.
- Signifies cultural values, artistic development in area.
- Creativity emphasis.
- Distinctiveness.
- Memorable.
- Specificity establishes places.
- Inspires economic development.

North-South Boulevard Naming Committee Minneapolis Community Development Agency

Organizers of KMOJ Radio

Alice McKinney

Tina Gibson

Marilyn Hollman

Elnola Lee

Carolyn Hadley

Shalom/Pacifica "Peace"

The Way (opportunities unlimited)

- Everyone can interpret it in his or her own way.
- · Way downtown, to freedom.
- Keeps name part of historical record.

Prince of Glory

· Part of historical record.

Unnamed Blvd

• For all the people it should be named for - known and unknown.

Richard Jefferson

MORE Board, Pilot City organizers

GROUP 2

HISTORIC

Nellie Stone Johnson

- Pioneer/innovator
- Already has school @ Bryant/27th

Martin Luther King, Jr.

- "Safe name, prefer more local person"
- "Good name should have an important street in the Twin Cities"

Sleeping Car Pullman Porter

• Train history

A. Phillip Randolph

Organized Pullman sleeping care porters' union

Dr. Thomas Johnson

- Doctor @ Plymouth & Penn general practice
- Concerned about community
- · Took anyone who needed care

• Died 2-3 months ago

Van White

• First African American city council person

Lucy Hollman

- History of decree
- · Provided opportunity for development

Randolph/Johnson Pkwy, etc.

• Combining Pullman Porter & Dr. Thomas Johnson

GEOGRAPHIC

Bassett Creek Boulevard

Glenwood Lane, Valley, Parkway or Terrace

Bassett Creek Valley Parkway

- Because of Bassett Creek influence important natural resource
- Environmental stewardship
- Area concerned about inner beauty

DEVELOPMENT

Farmers Market Boulevard

• Add new farmers market to area

Heritage Park (something)

- Wipes out what happened in neighborhood
- Cute name

"Naming Rights"

This is not a name, however it was suggested that the city sell naming rights to a corporation.

- Make extra money to help development
- For example, Reliant Parkway, etc.

Many people/one neighborhood

Some word to represent that

ATTACHMENT D

STRAW POLL

	Round I	Round II
	Notes in Category	Votes for Overall Choice
HISTORIC		
Nellie Stone Johnson	0	0
Sharon Sayles Belton	5 .	3
The Way	1	0
Earl Craig	1	0
Nell Hollie	0	0
Dr. Thomas Johnson	2	1
Johnson/Glover	0	0
Randolph/Johnson	0	0
Gleason Glover	· 0	0
A. Phillip Randolph	0	0
GEOGRAPHIC		
Bassett Creek	4	4
Turtle Island	1	0
Farmers Market	3	1
DEVELOPMENT		
Unity (Umoja, Shalom)	6	0
Charlie Parker	2	0
Freedom Walk	1	0

L Geographic Recommended by					
a.	Bassett Creek	Resident Group Phyllis Wheatley McCormack Baron & Associates/Legacy Management (prefer this name over other if City will commit to reopening Bassett Creek through the development)			
b.	Farmers Market	Resident Group			
c.	Turtle Island	Resident Group			
all.	Historic				
a.	Sharon Sayles Belton	Resident Group Minneapolis Public Housing Authority			
b.	Dr. Thomas Johnson	Resident Group			
c.	The Way	Resident Group			
d.	Earl Craig	Resident Group			
e.	Richard Green	Dunwoody Institute			
f.	John Bigger	Bethune School			
III. Development					
a.	Unity	Resident Group			
b.	Charlie Parker	Resident Group			
c.	Freedom Walk	Resident Group			
d.	Heritage	Minneapolis Public Housing Authority McCormack Baron & Associates/Legacy Management			

The following institutions were contacted and asked for their recommendations, but chose not to submit a street name suggestion as of this date:

- Sumner Library
- Walker Art Center
- Harvest Prep
- Minneapolis Urban League
- Minneapolis American Indian Center
- Summit Academy OIC
- Southeast Asian Community Council
- Hmong Mutual American Assistance Association